Public relations set-up of Public Sector Companies

2409. SHRI KAPIL VERMA: Will the Minister of FINANCE be pleased to state:

(a) what is the amount of money being spent on the public relations set-up of public sector undertakings and what is their annual entertainment budget on this account;

(b) whether a study has been conducted of the impact of this public relations work on the image of these undertakings among the public and the media;

(c) whether Government have any plans to economise expenditure on this account;

(d) whether any study has been conducted of the work efficiency of publicity establishments of these undertakings and their publications programme; and

(e) if so, what are the details in this regard?

THE MINISTER OF STATE IN THE MINISTRY OF FINANCE (SHRl JANARDHAN POOJARI): (a) The Board of Directors of the public sector undertakings determine the funds for their I public relations set-up and for entertain- j ment. The efforts involved in collection of information will not be commensurate with the results sought to be achieved.

(b) No Sir. However, the impact of public relations cannot be specifically quantified. The general public and the media form their opinion or image about any public sector enterprise in terms Of " its efficiency, profitability, utility to the consumers, the quality of the products etc.

(c) It is for the public sector enterprise? to determine the expenditure on the public relations set-up keeping in view their re quirements. However in May 1985, the Government reviewed the instruction on advertising expenditure and informed the public enterprises that though there is no restriction on incurring of expenditure on advertisement and publicity related to sales promotion and obligatory advertisements, unnecessary and ostentations expenditure should be avoided.

(d) end (e) No Sir. However in July 1983, the public enterprises were advised to review their publication programme so as to reduce the incidence of expenditure thereon.

Scop of Economy in Public Sector Undertakings

2410. SHRI KAPIL VERMA: Will the Minister of FINANCE be pleased to state whether there is any proposal under Government's consideration to study the scope of economy in expenditure by the public sector undertakings without impairing their efficiency?

THE MINISTER OF STATE IN THE MINISTRY OF FINANCE (SHRI JANARDHAN POOJARI): Bureau of Public Enterprises has been advising the public enterprises to effect economy in Plan and Non-Plan expenditure from time to time. The areas in which they have been specifically asked to exercise restrain *inter alia* include fdreign tours, maintenance and upkeep of guest houses, staff cars, maintenance and upkeep of head offices, expenditure on entertainment of guests Including the foreign guests, expenditure on purchase of greeting cards and publicity. The existing guidelines are being reviewed by the Government from time to time.

Indian Projects in Libya

2411. SHRI KAPIL VERMA:

SHRI BHAGATRAM MANHAR:

Will the Minister of COMMERCE be pleased to state:

(a) what are the details of the Indian projects in Libya which are being cancelled or have already been cancelled and the reasons therefor;